



## EAGLE RARE ANNOUNCES 2018 RARE LIFE AWARD

*A celebration of courage, leadership, survival, devotion, character and heroism in today's society.*

**FRANKFORT, KY, June 14, 2017** — In celebration of National Bourbon Day, [Eagle Rare Kentucky Straight Bourbon Whiskey](#) is proud to announce the eighth annual [Rare Life Award](#). Established in 2011, the Rare Life Award celebrates those who lead a rare life, demonstrating courage, leadership, survival, devotion, character and heroism. Hundreds of nominations are submitted annually, each with a unique story that exemplifies these six qualities. This year, a team of six hand-picked judges will review nominations from all over the country and award over \$80,000 in total cash prizes to the winners' charities of choice, including a grand prize of \$50,000. To date, Eagle Rare has awarded more than \$400,000 to 49 different charities.

"We look forward to celebrating the people whose lives inspire us all," says Kris Comstock, Eagle Rare senior marketing director. "The Rare Life Award is a tremendous program that we can all participate in to provide the national recognition so richly deserved by the remarkable and devoted nominees."

[Eagle Rare Bourbon Whiskey](#) challenges everyone to participate in this year's [Rare Life Award](#). Nominations should be submitted through the Eagle Rare [website](#) by September 22, 2017. After the voting period ends on December 5, 2017, each story will be reviewed based upon how it embodies characteristics of the categories: courage, leadership, survival, devotion, character and heroism. The top ten nominations will be selected by the Eagle Rare team and will then be reviewed by a panel of judges who will vote for the grand prize. The top five nominees in each category will also be reviewed by the Eagle Rare team for cash prize donations in each category.

[Eagle Rare](#) will donate \$50,000 to the winners' charity of choice and \$5,000 to the charities of choice of each of the six category winners. Winners will be announced in the beginning of March 2018 on the Eagle Rare website and there will be a celebratory award reception for the grand prize winner.

For more information on [Eagle Rare Kentucky Straight Bourbon Whiskey](#) and the 2018 Rare Life Award, please visit <http://eaglerarelife.com/>.

[View the Rare Life Award video that further articulates the award's mission and pays tribute to past winners.](#)

**About Eagle Rare Bourbon**

Eagle Rare Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, an American family-owned company based in Frankfort, (Franklin County), Kentucky. The Distillery's rich distilling tradition dates back to 1773 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Eagle Rare Bourbon is a 10-year-old bourbon that has won multiple awards, including five double gold medals from the San Francisco World Spirits Competition. For more information on the Rare Life Award or Eagle Rare Kentucky Straight Bourbon Whiskey, visit <http://www.eaglerarelife.com>.

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